



County of Los Angeles

Department of Health Services



Inviting Resumes for:

PAYROLL TITLE: DEPUTY, MANAGEMENT PROGRAMS, HS (UC)

FUNCTIONAL TITLE: DIRECTOR OF COMMUNICATIONS, HS

ANNUAL SALARY: \$152,928.96 - \$231,470.40 (Range R15)

FILING PERIOD: April 13, 2020 – Until the position is filled

ABOUT LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES

The Los Angeles County Department of Health Services (DHS) is the second largest municipal health system in the nation. DHS operates as an integrated health system, operating 26 health centers and four acute care hospitals, in addition to providing health care to youth in the juvenile justice system and inmates in the LA County jails. Across the network of DHS' directly operated clinical sites and through partnerships with community-based clinics, DHS cares for about 800,000 unique patients each year, employs over 22,000 staff, and has an annual operating budget of 5 billion.

Through academic affiliations with the University of California, Los Angeles (UCLA), the University of Southern California (USC), and the Charles R. Drew University of Medicine and Sciences (CDU), DHS hospitals are training sites for physicians completing their Graduate Medical Education in nearly every medical specialty and subspecialty. In addition, to its direct clinical services, DHS also runs the Emergency Medical Services (EMS) Agency and the County's 911 emergency response system, as well as Housing for Health and the Office of Diversion and Re-entry, each with a critical role in connecting vulnerable populations, including those released from correctional and institutional settings, to supportive housing.

POSITION OVERVIEW

The Director of Communications reports to the Director of the Department of Health Services and works closely with the Director and other executives to define strategic communications objectives. This position provides oversight and management of a full-time service communications office responsible for insight-driven marketing, branding, and creative services to achieve enhanced community and patient engagement visibility and reputation locally and nationally with the execution of the most contemporary best practices in fostering awareness, understanding, and support for the Department's mission, vision, and accomplishments among diverse constituencies. The Chief, Communications Officer, Health Services (CCO,HS) will also oversee the identification of government and philanthropic grant funding opportunities, the competitiveness of DHS funding proposals, and the alignment of grant proposal to expand DHS' strategic priorities. In addition, the CCO, HS is the chief communication point person and operational executive manager for internal and external crisis communications.

EXAMPLES OF DUTIES

- Sets strategic direction for communication and public affairs initiatives to closely align messaging across the breadth of the Department's programs and services.
- Directs a multifaceted communications operation that includes website development, video production, social media, digital toolkits, press releases and talking points in support of programmatic efforts Department-wide.
- Leads system-wide DHS branding and marketing effort for patients/communities served.
- Develop, implement, and manage innovative marketing communications for specific DHS facilities and clinical service lines, leveraging quality data and individual patient stories.
- Engages in message testing and market research to improve communication materials and messaging strategies for various patient populations, including safety net patients.
- Oversees the Department's activities in responding to press inquiries, implementing public notification procedures during emergencies and as required for regular business, hosting press events, and building relationships with media.
- Provides media relations expertise, counsel, operational and tactical support to senior leaders in managing communication around sensitive and high-profile issues.
- In coordination with program and facility leadership, develops communications goals and implements strategies for campaigns, media outreach, and special projects to highlight the work of the Department and ensure each unit's communications are in alignment with the messaging of the Department as a whole.
- Implements crisis communication strategies and assigns staff to the Department's Emergency Operations Center during emergencies.
- Convenes regular meetings with facility and program-based communications staff across DHS to ensure continuity of messaging and offers expertise and assistance in responding to local as well as system-wide media inquiries.
- In coordination with Departmental programs, develops and disseminates communication products, such as the monthly Pulse newsletter, periodic staff newsletters, and the Department's Annual Report, which highlights key activities of the Department and enhance overall staff awareness and engagement in Departmental activities.

- Manages and oversees all activities related to DHS' responsibilities under the Public Records Act
- Develops and implements communications strategies to assist with changing public perception of unknown or poorly understood aspects of DHS' work, including Correctional Health Services, among other areas.
- Provides strategic leadership and supervision for a team leading the pursuit of external grant opportunities to expand implementation and recognition of the Department's work, including from private philanthropic and government sources.
- Creates a system-wide strategic planning process with DHS facilities, programs and providers to provide on-going research to locate grant opportunities, inform DHS leaders and providers about requests for proposals as they become available, align funding opportunities with key DHS initiatives, increase the competitiveness of funding proposals, provide preliminary program and budget development and analyze proposals for consistency with DHS priorities and strategic fit, assessing financial sustainability following grant conclusion.
- Serves as primary liaison with external entities to share scope and impact of DHS' activities, including philanthropy, media entities, health

plans, as well as professional societies aligned with DHS' mission and services lines, such as primary care, specialty care, laboratory and pharmacy services, correctional health, diversion, and housing.

- Identifies and develops submissions public awards and recognitions from health and public sector entities (e.g., National Association of Counties).
- Serves as lead for DHS in participating and coordinating activities related to priority County initiatives, including various County giving campaigns, strategic initiatives (e.g., 2020 Census), and community events.
- Provides overall leadership and coordinates content and display of internal (workforce-facing) and external (community/patient facing) website.
- Serves on the Alliance for Health Integration Labor Management Transformation Council Communication group to ensure that the work of the labor management partnership is communicated at all levels of DHS and the Alliance for Health Integration.



MINIMUM REQUIREMENTS

A seasoned executive-level professional with a minimum of five (5) years of management experience leading in a dynamic, creative field with proven results that includes a combination of brand building, business innovation, and community engagement in one or more of the following settings: health, not-for-profit, government, business and/or industry.

A minimum of three (3) years of experience leading rigorous, high performing cross-functional teams in both creative and crisis scenarios

A minimum of five (5) years of professional hands-on experience in three or more of the following areas: data analytics, digital strategies, media relations, business development, public relations, workforce communications, grant writing, graphics design, photography and/or video production, brand development, and marketing.

A record of progressively responsible positions requiring a strong strategic orientation and measurable positive impact on using innovation to grow awareness, reputation, and community or customer engagement.

- Work history demonstrating excellent oral and written communication skills, including persuasive writing and flawless editing.

DESIRABLE QUALIFICATIONS

- Experience overseeing and executing fast-paced communication operations that include numerous stakeholders and the use of multiple communications platforms.
- Demonstrated understanding of the local media landscape and target audiences, as well as knowledge of the County of Los Angeles and the Southern California region.
- Exceptional presentation and interpersonal skills, with demonstrated ability to interface with all levels of management and critical stakeholders.
- Demonstrated ability to manage and work effectively under pressure and in a fast-paced, highly accountable environment with strong time-management skills.
- Fluency with government, foundation, community, non-profit and philanthropic grant processes and sources, with demonstrated ability to develop program partnerships and funding sources.
- Professional hands-on work experience in social media, digital communications, and website strategies.
- A Master's Degree and/or a professional certification in strategic communications, marketing, behavioral science, business administration, or a related field.

- A valid California Class C driver's license or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions.

SELECTION PROCESS

- Each candidate's background will be evaluated based on information submitted at the time of application to determine the level and scope of the candidate's preparation for this position.
- The resume should include any additional information which the candidate wishes considered.
- Only the most qualified candidates, as determined by the screening process, will be invited to participate in the selection process.
- The names of the most highly qualified candidates will be submitted for consideration.

NOTE: Appointment to this position is contingent upon the satisfactory completion of background and reference checks.



REQUIREMENT INFORMATION

**Accredited institutions are those listed in the publications of regional, national or international accrediting agencies which are accepted by the Department of Human Resources. Publications such as American Universities and Colleges and International

Handbook of Universities are acceptable references. Also, acceptable, if appropriate, are degrees that have been evaluated and deemed to be equivalent to degrees from United States accredited institutions by an academic credential evaluation agency recognized by The National Association of Credential Evaluation Services or the Association of International Credential Evaluators, Inc. (AICE).

COMPENSATION AND BENEFITS

Annual Salary: \$152,928.96 - \$231,470.40 (Range R15)

This position is subject to the provisions of the County's Management Appraisal and Performance Plan (MAPP). The successful candidate may be appointed to any salary within the range, depending on qualifications.

Benefits: The County of Los Angeles provides an excellent benefit package that allows employees to choose benefits that meet their specific needs. The package includes:

- **Retirement Plan** – The successful candidate will participate in a contributory defined benefit plan. The Los Angeles County Employees Retirement Association (LACERA) has reciprocal agreements with several public retirement systems in California.

- **MegaFlex Plan** – Benefits may be purchased from the MegaFlex Cafeteria Benefit Plan (MegaFlex) using a tax-free County contribution of an additional 14.5% to 17% of the employee's monthly salary. Any portion of the County contribution not used to purchase benefits is given to the employee as taxable income.

Benefits available within MegaFlex include medical, dental, disability, life and AD&D insurance. (MegaFlex Plan is not available to County employees who are currently in Flex).

- **Non-Elective Days** – 10 paid days per year with the option to buy 1 to 20 elective annual leave days. Annual leave days can be used for vacation, sick or personal leave.
- **Dependent Care and Health Care Reimbursement Accounts** are also available.
- **Savings Plan (401k)** – Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.
- **Deferred Compensation Plan (457)** – Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.



- **Holidays** – 12 paid days per year.

FILING INSTRUCTIONS

Qualified candidates are invited to submit a statement of interest and resume. The statement of interest should detail special qualifications and a record of accomplishments.

Resumes must include the following:

1. Names of schools, colleges, or universities attended, dates attended and degrees earned with field(s) of study. Please enclose copies of degree(s), licenses and certificates together with the resume.
2. For each organization and program managed please include:
 - The name of each employer, titles held, and dates of employment.
 - Size of organization and budget information for programs managed.
 - Number and composition of personnel supervised.
 - Scope of management responsibilities and functions managed.
3. Sufficient information to determine if candidate experience meets the Qualifying Education & Experience Requirements sections of this recruitment announcement.

All submitted information will be reviewed and evaluated as received. Please submit your statement of interest and resume materials to:

Tonia Moore
Department of Health Services
Recruitment & Examinations Office
5555 Ferguson Drive, Suite 220-10
City of Commerce, CA 90022
E-mail: tomoore@dhs.lacounty.gov
Phone: (323) 914-7073

Pursuant to State and federal requirements, we are requesting that you voluntarily provide the following information: (1) your race/ethnicity and (2) your gender. This information should be on a separate piece of paper (without your name) attached to your resume. This page will be removed from your resume when it is received, kept confidential, and utilized solely for required statistical purposes.

SPECIAL INFORMATION

It is the policy of the County of Los Angeles to provide equal employment opportunity for all qualified persons regardless of race, religion, sex, national origin, age, sexual orientation or disability. Pursuant to the Americans with Disabilities Act of 1990, persons with disabilities who believe they need reasonable accommodation may call the ADA Coordinator at:

(323) 869-7124 – ADA Coordinator - Voice
(800) 899-4099 (TTY)
(800) 897-0077 (TTY)
(800) 735-2922 (CRS)

Any applicant for county employment who has been convicted of worker's compensation fraud is automatically barred

from employment with the County of Los Angeles (County Code Section 5.12.110).

SOCIAL SECURITY ACT OF 2004

Section 419 (c) of Public Law 108-203, the Social Security Protection Act of 2004, requires State and local government employers to disclose the effect Windfall Elimination Provision and the Government Pension Offset Provision to employees hired on or after January 1, 2005, in jobs not covered by Social Security. The County of Los Angeles does not participate in the Social Security System. All hired County of Los Angeles employees must sign a statement (Form SSA-1945) prior to the start of employment indicating that they are aware of a possible reduction in their future Social Security benefit entitlement.

For more information on Social Security and about each provision, you may visit the website www.socialsecurity.gov, or call toll free (800) 772-1213. Persons who are deaf or hard of hearing may call the TTY number (800) 325-0778 or contact a local Social Security office.

EMPLOYMENT ELIGIBILITY INFORMATION

Final employment is contingent upon verification of U.S. Citizenship or the right to work in the United States. Immigration law provides that all persons hired after November 6, 1986 are required to present original documents to the County, **within three (3) business days** of hiring, which show satisfactory proof of: 1) identity and 2) U.S. employment eligibility.

This announcement may be downloaded from the County of Los Angeles websites at:

<http://www.dhs.lacounty.gov> or <http://hr.lacounty.gov>

The County of Los Angeles is an Active Equal Opportunity Employer